



WKMG

ORDER

Print Date 10/19/12 Page 1 of 3

Flight Dates 10/23/12-10/29/12

Contract / Revision 262652 /

Original Date / Revision
10/19/12 10/19/12

Advertiser Pol/Pres/D/Barack Obama

New till 02/05/09

Agency GMMB

Buying Contact

3050 K Street NW
Suite 100
Washington, DC 20007

Product
OBAMA FOR AMERICA C

Agency Com 15%

Billing Contact

3050 K Street NW
Suite 100
Washington, DC 20007

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1897 SKED - C

Alt Order # 06387001

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic W18+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Democrat

Priority P-2

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 79650

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	39	\$49,300.00	\$58,000.00	0.00	10/01/12	10/28/12	39	\$49,300.00	\$58,000.00
November 2012	11	\$18,402.50	\$21,650.00	0.00	10/29/12	10/29/12	11	\$18,402.50	\$21,650.00
Totals	50	\$67,702.50	\$79,650.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	10/23/12	10/29/12	Morn News at 5a Morn News at 5a	CM	5-530a	MTWTF--	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					4	\$350.00		0.00			
E 2	WKMG	10/23/12	10/29/12	Morn News at 530a Morn News at 530a	CM	530-6a	MTWTF--	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					4	\$450.00		0.00			
E 3	WKMG	10/23/12	10/29/12	Morn News at 6a Morn News at 6a	CM	6-7a	MTWTF--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					2	\$600.00		0.00			
E 4	WKMG	10/23/12	10/29/12	CBS This Morning The Early Show	CM	7-9a	MTWTF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00



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Contract / Revision

262652

Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA C Estimate # 1897 SKED - C

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKMG	10/23/12	10/29/12	CBS This Morning The Early Show	CM	7-9a	MTWTF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					3	\$450.00		0.00			
E 5	WKMG	10/27/12	10/27/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----1-	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1-					1	\$200.00		0.00			
E 6	WKMG	10/28/12	10/28/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1					1	\$1,800.00		0.00			
E 7	WKMG	10/23/12	10/29/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					5	\$300.00		0.00			
E 8	WKMG	10/23/12	10/29/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	MTWTF--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					2	\$600.00		0.00			
E 9	WKMG	10/23/12	10/29/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					3	\$1,200.00		0.00			
E 10	WKMG	10/23/12	10/29/12	2-3p The Talk The Talk	CM	2-3p	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					3	\$600.00		0.00			
E 11	WKMG	10/28/12	10/28/12	1030-1130a Face Nation Face The Nation	CM	1030-1130a	-----1	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1					1	\$1,800.00		0.00			
E 12	WKMG	10/23/12	10/29/12	530-6p The Insider Insider	CM	530p-6p	MTWTF--	:30	5	\$650.00	P-2	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					5	\$650.00		0.00			
E 13	WKMG	10/23/12	10/29/12	News at 6p News at 6p	CM	6-630p	MTWTF--	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					2	\$1,400.00		0.00			
E 14	WKMG	10/23/12	10/29/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	MTWTF--	:30	4	\$1,400.00	P-2	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					4	\$1,400.00		0.00			
E 15	WKMG	10/29/12	10/29/12	Mon Prime 9p 2 Broke Girls	CM	9-930p	1-----	:30	1	\$13,000.00	P-2	0.00	NM	1	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----					1	\$13,000.00		0.00			
E 16	WKMG	10/23/12	10/23/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/23/12	-1-----					1	\$12,000.00		0.00			



WKMG

Print Date: 10/19/12

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Contract / Revision

262652

Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA C Estimate # 1897 SKED - C

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	WKMG	10/23/12	10/23/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1-----					1	\$12,000.00		0.00			
E 17	WKMG	10/24/12	10/24/12	Wed Prime 8p Survivor	CM	8-9p	--1----	:30	1	\$11,000.00	P-2	0.00	NM	1	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--1----					1	\$11,000.00		0.00			
E 18	WKMG	10/28/12	10/28/12	Sun Prime 8-9p Amazing Race	CM	8-9p	-----1	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1					1	\$8,000.00		0.00			
E 19	WKMG	10/23/12	10/29/12	M-F 11p News M-F 11p News	CM	11-1135p	MTWTF--	:30	3	\$1,700.00	P-2	0.00	NM	3	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					3	\$1,700.00		0.00			
E 20	WKMG	10/27/12	10/27/12	Sat 1135p-1205a Inside Edition Wknd	CM	1135p-1205a	-----1-	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1-					1	\$450.00		0.00			
E 21	WKMG	10/27/12	10/27/12	Sat 1205-105a Extra Wknd	CM	1205-105a	-----1-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1-					1	\$350.00		0.00			
E 22	WKMG	10/28/12	10/28/12	Sun 1135p-1235a Cold Case	CM	1135p-1235a	-----1	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1					1	\$450.00		0.00			
Totals														50	\$79,650.00



WKMG

ORDER

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10/22/12 10/22/12

Advertiser Pol/Pres/D/Barack Obama

New till 02/05/09

Agency GMMB

Buying Contact

3050 K Street NW
Suite 100
Washington, DC 20007

Product
OBAMA FOR AMERICA

Agency Com 15%

Billing Contact

3050 K Street NW
Suite 100
Washington, DC 20007

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2175

Alt Order # 06390603

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Democrat

Priority P-2

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 56300

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	20	\$33,235.00	\$39,100.00	0.00	10/01/12	10/28/12	20	\$33,235.00	\$39,100.00
November 2012	10	\$14,620.00	\$17,200.00	0.00	10/29/12	10/29/12	10	\$14,620.00	\$17,200.00
Totals	30	\$47,855.00	\$56,300.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	10/25/12	10/26/12	Morn News at 5a Morn News at 5a	CM	5-530a	---TF--	1:00	4	\$700.00	P-2	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---TF--		4				\$700.00		0.00			
E 2	WKMG	10/25/12	10/29/12	Morn News at 530a Morn News at 530a	CM	530-6a	M--TF--	1:00	4	\$900.00	P-2	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/25/12	10/31/12	M--TF--		4				\$900.00		0.00			
E 3	WKMG	10/25/12	10/29/12	CBS This Morning The Early Show	CM	7-9a	M--TF--	1:00	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/25/12	10/31/12	M--TF--		3				\$900.00		0.00			
E 4	WKMG	10/28/12	10/28/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	1:00	1	\$3,600.00	P-2	0.00	NM	1	\$3,600.00

Totals	30	\$56,300.00
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